

Analisis dampak kebijakan impor hortikultura tahun 2012 pada rantai pasok apel impor DKI Jakarta dengan metode dinamika sistem = Impact analysis of year 2012 import horticulture policies on DKI Jakarta imported apple supply chain using system dynamics method

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Abstrak

[ABSTRAK

Pasca implementasi kebijakan impor hortikultura tahun 2012, di awal tahun 2013 terjadi kekosongan stok rantai pasok apel impor di DKI Jakarta. Situasi tersebut tidak ideal dalam teori manajemen rantai pasok dan bukan menjadi tujuan dari kebijakan. Oleh karena itu penelitian dilakukan sebagai bagian tahap pemantauan implementasi kebijakan untuk menganalisis penyebab kekosongan tersebut.

Penelitian dilakukan dengan menggunakan metode dinamika sistem, dimana tahap perumusan masalah menggunakan teori manajemen rantai pasok. Pemetaan dan analisis rantai pasok dilakukan menggunakan metode QSAM yang memakai pendekatan triangulasi. Hasil penelitian menunjukkan penyebab kekosongan adalah tidak cukupnya kuota apel impor yang diberikan kepada para importir.

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ABSTRACT

Subsequent to the implementation of horticulture import policies in year 2012, in early 2013 severe shortage situation of imported apple supply chain occurred at DKI Jakarta. That situation was not ideal according to supply chain management theory and was not the goal of the policies. A research was conducted to analyse the cause of the shortage, using system dynamics method, with theory of supply chain management as the basis for problem formulation. QSAM method, with its triangulation approach, was used for supply chain mapping and analysis. Research result showed that the cause of the problem was insufficiency of apple import quota given to the importers.

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